

**Special Terms and Conditions of Facebook/Instagram Online Promotion Package (“the Service”)**

1. Facebook/Instagram/YouTube Online Promotion Package is governed by HKBN Enterprise Solutions Limited (“HKBNES”)’s General Terms and Conditions (<https://www.hkbnes.com/web/terms-conditions/>) and the terms and conditions stated herein.
2. Customer understands that HKBNES is not the provider of this Service and makes no representation or guarantee regarding the quality of this Service. This Service is provided and managed by Global Asia Advertising & Marketing Limited (“GA”). Customer agrees to be bound by GA’s relevant terms and conditions and any subsequent revisions published from time to time when utilizing this Service. Please refer to below Packages and general Scope of Work (SOW) for reference:

**Packages:**

Facebook/Instagram Online Promotion Package – Plan A (M-24)
- To create and publish 4 Facebook Reels or Instagram Reels (2 KOLs with 10,000 - 50,000 followers, each creating and publishing 1 Facebook Reel and 1 Instagram Reel).
- Include one-day round-trip transportation expenses of KOL and photographer. (one-off)

Facebook/Instagram Online Promotion Package – Plan B (M-25)
- To create and publish 4 Facebook Reels or Instagram Reels (2 KOLs with 10,000 - 50,000 followers, each creating and publishing 1 Facebook Reel and 1 Instagram Reel).
- To create and publish 1 YouTube Video (1 KOL with 10,000 - 30,000 followers).
- Include one-day round-trip transportation expenses of KOL and photographer. (one-off)

Facebook/Instagram Online Promotion Package – Plan C (M-26)
- To create and publish 6 Facebook Reels or Instagram Reels (3 KOLs with 10,000 - 50,000 followers, each creating and publishing 1 Facebook Reel and 1 Instagram Reel).
- To create and publish 1 YouTube Video (1 KOL with 10,000 - 50,000 followers).
- Include one-day round-trip transportation expenses of KOL and photographer. (one-off)

Facebook/Instagram Online Promotion Package – Plan D (M-27)
- To create and publish 8 Facebook Reels or Instagram Reels (4 KOLs with 10,000 - 50,000 followers, each creating and publishing 1 Facebook Reel and 1 Instagram Reel).
- To create and publish 2 YouTube Video (2 KOLs with 10,000 - 50,000 followers).
- Include one-day round-trip transportation expenses of KOL and photographer. (one-off)

**General SOW:**

Planning Services:	<ul style="list-style-type: none"> <li>- Implement planning schemes, media strategies, promotion topics and activity creativity.</li> <li>- Develop detailed promotional activity plans based on campaign objectives.</li> </ul>
Content Creation:	<ul style="list-style-type: none"> <li>- Content planning and writing, key message and title optimization.</li> <li>- Scene design and matching, materials preparation, graphic design, video shooting planning, script writing and creative development.</li> <li>- KOL content review, optimization, and final approval process.</li> <li>- Length of video content:               <ul style="list-style-type: none"> <li>- Facebook / Instagram Reel: around 45 to 90 seconds.</li> <li>- YouTube Store Visit Video: around 3 to 6 minutes.</li> </ul> </li> <li>- Video shooting duration:               <ul style="list-style-type: none"> <li>- Facebook / Instagram Reel: around 1 to 2 hours.</li> <li>- YouTube Store Visit Video: around 2 to 4 hours.</li> </ul> </li> <li>- The Draft of Content will be ready for Customer to review within 7 working days after video shooting.</li> <li>- Customer could request to modify the Content no more than 3 times within 2 weeks after the Draft is delivered.</li> <li>- The Content will be published on captioned platforms for at least 90 days.</li> <li>- Original Content is authorized for publishing in Customer’s brand channel.</li> </ul>
Reports:	<ul style="list-style-type: none"> <li>- 2 monthly analyses and optimization reports will be provided.</li> <li>- The reports include exposure data, engagement performance, and audience feedback overview.</li> </ul>

3. Customer agrees to grant the rights to GA, its subsidiaries and/or its affiliates to use the content and/or materials provided by Customer (“Customer Content”) for providing the Service to Customer without any infringement of intellectual property rights of Customer or of any third party, and holding harmless against all costs, claims, demands, expense, losses, damages and/or liabilities of whatsoever nature arising out of or in connection with the ownership, display, sale or use of the Customer Content for providing the Service.

4. This Service is charged on a one-off basis by HKBNES and prepayment is required in advance. The charges already paid by Customer are non-refundable under any circumstances. This Service cannot be sold and/or redeemed for cash or other products. If prepayment is not received by HKBNES within 1 month after Order Confirmation Form is signed, the order will be treated as cancelled and will not proceed.
5. Customer acknowledges that the Contact Person specified in the Order Confirmation shall be its authorized representative and HKBNES, its agents and/or contractors may take instructions directly from the Contact Person on any matters relating to the Order Confirmation including configuration of equipment(s), function or feature setting of the equipment(s) and provisioning of service(s).
6. HKBNES reserves the right to change or terminate this Service and amend all related terms and conditions at any time without prior notice. In case of any dispute, the decision of HKBNES shall be final and conclusive.